

Message Text

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41

ACTION ARA-10

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FM AMEMBASSY LA PAZ

TO SECSTATE WASHDC 5499

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E.O. 11652: N/A

TAGS: BEXP, XM

SUUJ: FY 1975 COMMERCIAL ACTION PROGRAM, SECOND

QUARTER REVIEW

REF: (A) STATE A-4304 (B) STATE 277418 (C) STATE 002298

(D) LA PAZ A-208

THE LA PAZ COMMERCIAL ACTION PROGRAM COMMITTEE CONCURS AND EXPRESSES APPRECIATION TO W.A.S. FOR FORMALLY RECOMMENDING TO ARA/MGT THAT AN FSL SECRETARY POSITION BE ADDED TO THE ECONOMIC/COMMERCIAL SECTION THROUGH REPROGRAMMING FROM ANOTHER POST. PLEASE ADVISE WHEN EMBASSY CAN EXPECT POSITION AUTHORIZATION TO BE TRANSFERRED TO LA PAZ.

BASED ON REF (C), THE SECOND QUARTER CAP IS SUBMITTED ON A "MANAGEMENT-BY-EXCEPTION" BASIS.

CAMPAIGN NO. 1:

ACTION NO. 4 IS EXPECTED AS PROSPECTS OF OBTAINING EXIM-BANK FINANCING FOR YPFB APPEAR TO BE EXTREMELY POOR (STATE 277418).

ACTION NO. 6, LIC. JAIME LARRAZABAL, FINANCIAL DIRECTOR YPFB DID NOT TRAVEL TO U.S. AS LEADER GRANTEE IN SECOND QUARTER BUT HAS BEEN APPOINTED A LEADER GRANTEE AND IS EXPECTED TO TRAVEL TO U.S. ON OR ABOUT APRIL 11, 1975.

CAMPAIGN NO. 2

ACTION NO. 3 IS ELIMINATED AS MC KEE HAS PRESENTED FILM.

ACTION NO. 4 IS ACCOMPLISHED AS MAJOR CARLOS MORALES TRAVELLED TO U.S. AS A LEADER GRANTEE DURING NOVEMBER, 1974.

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CAMPAIGN NO. 3:

TITLE CHANGED TO READ: "SALES OF MACHINERY, TECHNOLOGY, EQUIPMENT, AND SERVICES FOR INCREASED MINERAL PRODUCTION BY COMIBOL AND MEDIUM MINERS." (STATE 277418).

ACTION NO. 3. SUBMISSION OF REQUEST FOR TECHNICAL SEMINAR WAS POSTPONED AS THE KEY GOVERNMENT OFFICIAL WAS MARRIED AND UNAVAILABLE DURING MOST OF NOVEMBER AND PART OF DECEMBER.

CAMPAIGN NO. 4:

TITLE CHANGED TO READ: "MACHINERY AND EQUIPMENT FOR TEXTILE INDUSTRY." (STATE 277418).

CAMPAIGN NO. 5:

ACTION NO. 1. THE MARKET RESEARCH STUDY WAS SUBMITTED. THIS ACTION IS NOW TO READ: E. ROJAS TO CONTINUE TO KEEP ABREAST OF ROAD CONSTRUCTION DEVELOPMENTS AND SUBMIT TRADE OPPORTUNITIES.

ACTION NO. 3. REPORT ON TYPES OF CONSTRUCTION EQUIPMENT AND MATERIALS REQUIRED BY CONTRACTORS WAS DELAYED AS A LOCAL CONSULTING FIRM IS ABOUT TO COMPLETE A SIMILAR STUDY. THOUGH A COPY WILL NOT BE PROVIDED, THE REPORT WILL BE READ AND NOTES TAKEN BY J. BILBAO AND E. ROJAS. THUS, OUR REPORT SHOULD BE MORE EFFECTIVE. THIS STUDY WILL BE SUBMITTED BY FEBRUARY 15, 1975.

CAMPAIGN NO. 7: IS ADDED AND ENTITLED: "COCHABAMBA WATER SUPPLY PROJECT. SALES OF MATERIALS AND SERVICES." FSR-5, E.L. ROJAS AND FSL-5, J. BILBAO (STATE 277418).

ACTION NO. 1. E.L. ROJAS AND J. BILBAO WILL KEEP ABREAST OF DEVELOPMENTS AND REPORT TRADE OPPORTUNITIES.

GENERAL COMMENTS:

BUDGET LIMITATIONS IMPOSED BY THE STATE DEPARTMENT ON THE EMBASSY THREATEN TO REDUCE CERTAIN COMMERCIAL ACTIVITIES DURING THE SECOND HALF OF FY 1975 SUCH AS PRINTING OF THE COMMERCIAL NEWSLETTER, TELEPHONE CALLS BEYOND LA PAZ AND TRAVEL. TO OFFSET THIS SITUATION A GREATER USE OF MULTIPLIERS SUCH AS BANKS, CHAMBERS OF COMMERCE AND OTHER ORGANIZATIONS WILL BE ENCOURAGED TO PROMOTE OUR SERVICES. EMB HAS URGED RAPID APPROVAL OF INCREASED FUNDING FOR THESE ACTIVITIES. FOR THE SANTA CRUZ FAIR, TWO PROMOTION SHEETS WERE PRINTED AS A HAND-OUT AND SUFFICIENT QUANTITIES ARE STILL AVAILABLE. ONE SHEET OUTLINES THE OVERALL COMMERCIAL SERVICES AND THE OTHER DESCRIBES THE TRADE OPPORTUNITY PROGRAM. THIS MATERIAL AND NEW PRODUCT INFORMATION WILL BE FORWARDED TO THE MULTIPLIERS

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FOR DISTRIBUTION TO THEIR MEMBERSHIP OR TO BE USED AS COPY FOR THEIR NEWSLETTERS. ONE ORGANIZATION, WITHOUT OUR SOLICITATION, HAS REQUESTED NEW-PRODUCT INFORMATION FOR THEIR NEWSLETTER WHICH WILL BE PROVIDED ON A CONTINUING BASIS.

STEDMAN

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